

RJ REYNOLDS

TOBACCO COMPANY

Mega Promotions

J. Campbell
Promotional Coordinator

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May 30, 1997

*** * RESPONSE BY 6/10/97 * ***

#1622 / R. SMITH
#1623 / R. WESTENBERGER
#1626 / R. NOONAN
#1638 / R. RIDGE

**1997 Winston High Volume Cigarette Store Carton Onsert Promotions
1997 Winston Cigarette Store Package Promotions**

1997 Winston: High Volume Cigarette Store Carton Onsert Promotions

This promotion will be worked based on allocations you submitted in August 1996 for our *1997 Work Plan* (below):

**HIGH VOLUME CARTON OUTLET ALLOCATIONS (FOR CARTON PROMOTIONS)
NUMBER OF OFFERS SUBMITTED PER OPERATING UNIT**

OP. UNIT	#/OFFERS
1622	7,600
1623	4,000
1626	7,000
1638	14,700
TOTALS	33,300

Attached is a list of High Volume pack/carton retail outlets (**ATTACHMENT 1**) doing 800+ CPW, by operating unit. Please review this list and indicate number of Displays to be placed at each location. Make any changes (additions/ deletions) to this list of accounts and return by 6/10/97.

Onserts, packed 100/SKU, will be shipped to Retail Reps; Winston P.O.S. Kits will be shipped directly to stores for RJR Rep to place on existing store Carton Display(s).

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Winston

1997 WINSTON: CIGARETTE STORE PACKAGE PROMOTIONS

Each of you also submitted allocations (offers) to work **Package Promotions** (residual from VAP / National Promotions) in High Volume Outlets. Using the attached list (**ATTACHMENT 2**), please indicate number of **additional** Displays to be shipped for our **Winston package promotions; (i.e., B2G2F)**. Managers should utilize allocation quantities submitted in **August 1996** (below):

**HIGH VOLUME CARTON OUTLET ALLOCATIONS (FOR PACKAGE PROMOTIONS)
NUMBER OF OFFERS/ DISPLAYS SUBMITTED PER OPERATING UNIT**

OP. UNIT	#/ OFFERS =	#/ DISPLAYS
1622	4,320	216
1623	1,360	68
1626	640	32
1638	5,080	254
TOTALS	11,400	570

Completed lists (**ATTACHMENTS 1 AND 2**) need to be returned to my attention on or before **June 10th**.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. MacLeod

cc: Retail Managers

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